

Application 10/737,067

RECEIVED
CENTRAL FAX CENTER
JAN 24 2006

Dorron Mottes
11 Lemon St.
P.O. Box 4562
Caesarea, 38900
Israel

Tel +972 (54) 420-3695
dorronm@mindspring.com

January 24, 2006

Patent office
Art Unit 2688

ATT: Mr. CongVan Tran

Application 10/737,067 – Reply Paper No. 20051101

Following our conversation on Jan 24th, 2006, enclosed please find my remarks on your comments from your letter mail date 20051101.

Jung (2003/0021253) this patent is related to a virtual private networks (VPN), which is a system for transmitting data. A Mobile Virtual Network Operators (MVNO) are special service providers (such as Virgin Mobile and ESPN Mobile in the US). MVNOs offer a wireless voice service and data is an optional service. VPN is a data service. The method and system described in application 10/737,067 is not related to VPN and is not related to Jung (2003/0021253).

The definition of a MVNO - Mobile Virtual Network Operator - a MVNO is an organization that offers mobile subscription and call services to customers but does not have an allocation of spectrum (so it does not own or operate the base stations and the wireless network).

Entity A is a company which provides mobile service (mainly voice, data is optional, it most likely will be a MVNO too) it aggregates services from various MVNOs (i.e. Virgin Mobile, ESPN Mobile, local Mall MVNO, Supermarket MVNO) and offers to its customers to create rules were they can select which service to receive from each MVNO. For example when they go to the mall they can receive service from the malls MVNO (i.e. the mall will offer them discount calls to stores and services in the mall, they will receive discounts in stores if they use the mobile phone in the Mall, they will receive selected promotions from stores in the Mall, as they enter the Mall), when they are not in the mall and the time is between 9am-5pm they will receive services from MVNO X,